

Music in advertising

Level

Intermediate and above

Tasks

Matching a list of songs with the companies which used them in their adverts

Reading an article about music in advertising

Identifying words in the article from their definitions

Working in groups on a task to match songs with suitable products

How to use the lesson

- 1 Hand out the worksheet. Students complete exercise 1. Elicit answers. Tell students the lesson will be about music in advertising. Ask follow-up questions, such as: do you know the songs / adverts in the exercise? Can you think of any more examples?

Answers

1 – f 2 – a 3 – d 4 – e 5 – c 6 – b

- 2 Ask students to scan the article for any of the songs, artists or companies mentioned in exercise 1.

Answers

'I heard it through the grapevine' (Marvin Gaye) / 'Revolution' (Beatles) / 'I'd like to teach the world to sing' (New Seekers) / Moby / Levi / Nike / Coca Cola

- 3 Students read the article. Ask them to tell you which other artists and companies are mentioned, and anything they find out about BrandAmp. If appropriate, deal with any useful vocabulary such as: *memorable* / *turned down* / *arbitrary*.
- 4 Ask students to identify the words in the article from their definitions.

Answers

(a) *joint venture* (b) *link up* (c) *soared*
(d) *selling out* (e) *compelling* (f) *to boost*

- 5 Ask students to work in small groups. If possible, students can transfer their answers onto an OHT. Ask one student from each group to report back the group's ideas to the class. Finish the lesson by providing language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.commercialbreaksandbeats.co.uk/index.asp>

<http://adtunes.com/>

<http://ww2.wpp.com/>

<http://new.umusic.com/flash.aspx>